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Cooperative Mass Retailing of Fresh Fruits and Vegetables

BY MRS. J. M. EARLEY, MANAGER,
ADVERTISING & SALES PROMOTION, AMERICAN FRUIT GROWERS INC.

The complete food store demanded today by the consumer has presented a new problem to the members of voluntary and cooperative retail associations and to their sponsors and managing officials. The question — to be or not to be a champion of the complete food store — has practically become an issue in the progress of such associations.

In addition to the usual staple grocery items, a store functioning as a complete food market must, of necessity, sell all classes of perishables, including fresh fruits and vegetables. Since the complete food store is now recognized as a permanent institution in the world of successful food merchandising, more and more voluntary and cooperative groups are turning their attention to it.

For clarification purposes, let us consider for a moment what is meant by a voluntary group and just what constitutes a cooperative group. Both are cooperative in nature, structure and operation. Both are the legitimate offspring of buying associations which came into existence when individual retail grocers felt the need for massed strength as far back as fifteen years ago, and which functioned as such until their potential power was recognized by

themselves and by wholesale grocery distributors.

In some instances, the buying associations appealed to the wholesale distributor for support of the enterprise and, in other cases, the wholesaler himself made overtures to the groups. Where satisfactory arrangements were effected, the wholesale distributor became the group sponsor and the group membership, of its own accord, accepted the leadership of the sponsoring wholesaler in all its activities. Thus the voluntary group was born. Other groups elected to remain independent and, where their numbers were sufficient and their purchasing power great enough, they incorporated and established their own wholesale warehouse for direct purchase from the manufacturer, marking the birth of what is now commonly called a cooperative.

In the case of the voluntary group, the members do not own stock in the wholesale warehouse and therefore have no voting power or control over its management. In the case of the cooperative, the stock is owned and controlled by the group members who have equal voting power and equal voice in the management of the wholesale division.

Now we can get back to what we

were saying about the attention of voluntaries and cooperatives to the complete food market. The heads of such groups, finding that fresh fruit and vegetable business in the United States had increased practically 100% in ten years while population grew but 14%, began to do some thinking about this class of perishables. Who had reaped the benefits of this tremendous increase? By close scrutiny, certainly not the members of their associations.

The more alert groups recognized the importance of fresh fruits and vegetables as long as five years ago and began taking measures towards mass distribution of these products along with their mass distribution of staples and less perishable items of merchandise. It is true that their individual members handled some fresh fruits and vegetables but the extent of their activity was limited and their method haphazard.

The all important problems of price differential, quantity purchase, advertising, loss from spoilage and shrinkage and lack of detailed information on handling, displaying and selling were constantly before them. These were the things headquarters' officials had to take into consideration,

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IMPRESSIONS

. By ..

Frank Kay Anderson

Bayard F. Floyd sitting in a hotel lobby in a deep study. Wonderment if it was the next meeting of the Horticultural Society which was causing the cerebrations; and sure enough that was it. From this time of the year onward the Horticultural Society is something seldom off his mind, which maybe accounts for the society's affairs moving so smoothly under his long stewardship as secretary.

This next meeting of the society, scheduled to be held in Ocala in early May, will mark the fiftieth anniversary of this most useful organization of the growers. That is why Ocala was selected as the next meeting place, because it was in Ocala in 1887 that the meeting was held at which the organization was born. Fifty years is a long period for such an organization to have continued in full strength and liveliness; and there is a lot of credit due to a number of stalwarts, many of whom now have passed, for the society's achievements.

To numerous of the older members the forthcoming Ocala meeting will be significant through the absence of L. B. Skinner, John S. Taylor and S. F. Poole, to mention three of those stalwarts who recently have been lost to the state's citrus industry, and whose loss to the Horticultural Society will be felt most keenly.

The loads that once they carried must be borne on other shoulders. It is fortunate that the society's enrollment contains many whose willingness to serve may not be questioned, and whose loyalty to its purposes is certain.

By the way, though the first meeting of the society was held in Ocala, the incorporation of the organization as a non-profit educational body was effected in Orange County; and it is indicative of the pioneer stage of citrus production of the time that these incorporation papers were the first of the sort ever to be filed with the old circuit court then quartered at Orlando.

Another of those early growers

passed away during the month at Winter Garden. John A. Smith at the age of 78. Mr. Smith came to Orange county in 1885, first locating at Plymouth, and quickly became one of the foremost citrus figures. He made the first plantings of the Pirie groves. Later he had a hand in bringing into bearing hundreds of acres of citrus in the vicinity of Lawrenceburg. Avalon Groves was one of the undertakings of his later years.

Whether or not there is going to be a cross-state ship canal across the northern part of the peninsula, a sure enough cross-state canal from the Atlantic to the Gulf is going to be opened with pomp and ceremony on February 22 when a parade of yachts of many kinds and descriptions is expected to pass from Stuart on the Atlantic up through Lake Okeechobee and thence through the canal and down the Caloosahatchee river past Fort Myers into the Gulf.

It is anticipated that many of the yachts and private craft which annually visit Fort Lauderdale and Miami from the North, coming via the inland waterway, will utilize this new cross-state waterway to visit the West Coast; and that this extension of their cruising range will attract still greater numbers of yachts to Florida each winter.

In broad daylight on the highway between Orlando and Winter Garden, an apparently over-exhilarated negro autoist failed to negotiate a curve and collided headlong with the car of L. A. Hakes, with the result that both cars were completely demolished and the Exchange district manager spent a week in an Orlando hospital. We forgot to ask what happened to the negro.

More difficulties ahead for the grapefruit canning industry apparently. A flock of new canneries opening in Texas; and according to the experience of the past that should spell trouble. Somehow it seems to take time for a new cannery to learn how to can grapefruit in such a manner as to produce a truly merchantable product, no matter how much previous

experience the operators may have had in the canning of other commodities. Failure in the beginning to put out a desirable product usually has meant slack sales, carryovers, and then cut and slashed prices in the effort to dispose of the pack, with a more or less demoralizing result upon the industry as a whole.

Orange County recently lost through death another of the pioneers of the early days of citrus in that county, when Captain J. W. Wilmot passed away at the age of ninety. A seafaring Englishman with an adventurous career, he retired and came to Orlando in 1882, where he became an important addition to the English colony which had so much to do with the early development of that section. Naturally he went in for orange growing, and for years played an important part in that. Later he was engaged in the earlier developments of the Florida phosphate industry, and many other things. In recent years he had been living in complete retirement.

The Pennsylvania Railroad recently inaugurated a "growers" promotion booth" in the Pennsylvania station in New York. Florida growers came in for their share of publicity there when recently there was a period given over to Florida tangerines, and later a similar promotion for Florida pineapple oranges.

Formation of the Florida Grapefruit Growers League last month with C. H. Walker of Avon Park and Bartow at the head signals an earnest effort of grapefruit growers of the state to work together for the better merchandising and sale grapefruit. It looks to us like a move in the right direction. Just because grapefruit, oranges and tangerines are grown in the same groves does not, to us, argue that they need be lumped in the selling. Today, with citrus production totaling what it does, it looks as if each needs a maximum of specialized sales attention.

As a rather poor illustration, take General Motors sales policy. The various makes of cars which com-

February, 1937

prise the GM line not only are not lumped in the selling, but compete against each other—rather hotly in places where the lines come close to overlapping. Not only is there an entirely different selling personnel, but different advertising departments and entirely different advertising agencies. Chrysler follows the same plan.

Maybe a better illustration is found in that giant concern that is Armour & Company. It has widely varied lines, running from glue to the finest perfumes—Lelong's. Again there are different sales departments, different selling forces, entirely separate advertising departments, each served by different advertising agencies. True a few of the more common items are handled jointly by "utility" salesmen for daily distribution; but even with these, each line is represented by its own speciality salesmen who at intervals cover the routes of these same "utility" salesmen, but for the purpose of each plugging his own particular item.

Today the problem of selling oranges, and distributing them properly, is really separate and distinct from the job of selling grapefruit; and the sale and distribution of tangerines is, again, a thing apart.

The presence at the Lakeland meeting where the Grapefruit League was formed of Max Ahrendt of the Atwood Grove is a reminder that in the early days of commercial grapefruit production in Florida there was required, and existed, a highly specialized effort to push grapefruit. All the world knew oranges, but grapefruit, in really commercial quantities, was something new. Mr. Atwood with his big grove led the way. For a period of years every leading magazine of the country during the producing season carried attractive grapefruit advertising — of Atwood grapefruit, to be sure, but constituting a sufficient introduction of the product that literally all the other grapefruit growers of the state for a long time rode to market on the Atwood band wagon.

A visible result of the effort of C. H. Walker, W. J. Howey and others on behalf of grapefruit, even before the formation of the new league, appears with the eight weeks campaign on behalf of grapefruit by the organized chain stores of the country, which is now in progress in 37,000 chain stores over the U. S. It is safe to guess in advance that the results

THE CITRUS INDUSTRY

are certain to be highly beneficial.

However, some of the local efforts to tie in upon this national campaign show signs of more enthusiasm than something else. For instance on January 16 there was a state gathering of the American Legion in one of our fair Florida cities. We don't know just who thought of advertising grapefruit to these Florida crackers; but we are not inclined to criticize it, because the boys from Pensacola, Tallahassee and Key West, to say nothing of some way stations, probably took to it kindly. The rub, to us, lay in the quality of some of the grapefruit which was displayed in some of the hotel lobbies and distributed among the legionnaires.

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Much of it was sorry, knobby, anything but appetizing in appearance; and gave the impression of a bunch of accidents going somewhere to happen.

John Moscrip back in the Exchange line-up, as an assistant at Tampa to C. C. Commander in the new selling and merchandising efforts of that organization. Earl Lines has transferred sales promotion headquarters to New York, which experiment upon the part of the Exchange will be watched with interest in Florida citrus circles.

And now a thought comes along which should have arrived several

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Blazing New Trails In Citrus Marketing

BY J. H. WELSH
IN TEXAS FARMING AND CITRICULTURE

Now that the production of Texas citrus is increasing yearly, its advantageous marketing is becoming a problem of increasing size and urgency. Ever since the first carload of grapefruit and oranges was sent out from the lower Rio Grande Valley in the 1921-22 season, there has been more or less continuous progress in marketing methods, but good packing and the development of a number of co-operative selling associations of growers have fallen short of the requirements.

This is especially the case with the present crop, much larger than any of previous years. To gain for Texas citrus a secure place in the great markets of the nation and to obtain the returns that are justified by the exceptional merit of the fruit representative growers are becoming more and more active.

Their chief difficulty lies in the excessive number of citrus shippers. These compete with each other in selling. Some of them lack financial resources, experience and connections, and so are prone to cut quotations to make sales. It is easy to see what this does to growers' profits. Hence the present main objective in the industry is to minimize this undermining of price structure from within and thus put the marketing of Texas citrus on a sound business basis.

This forward movement now has in its vanguard the South Texas Citrus Growers' League. With fresh vigor its leaders and members in general are putting their shoulders to the wheel. They are organizing new units, stirring growers throughout the citrus area to an active realization of what must be accomplished to meet all competition and put the fruit on price levels commensurate with its superior merit. There has been great need of this kind of decisive leadership. One of its most hopeful phases is an increasing unity in plans and action. This season, more than any in the past, has wrought agreement as to the right road ahead. Various constructing groups are joining forces with the League. Vigorous talks and discussions at frequent meetings, publicity in the local press and over the radio, a clarifying of issues in the minds of growers, are influences

which are solidifying and accelerating an advance on all fronts toward a greater and more secure prosperity for the Texas citrus industry.

A first objective is a bonding and licensing law for Texas citrus dealers. For several years such an enactment by the State Legislature has been debated. Bills have been prepared. None however, have been introduced because of a lack of unified insistence by the industry. Difference of opinion as to details have slowed an advance which, in the belief of the majority of growers, will lighten its burden of diverse quotations when Texas citrus goes to market and will curb the practices of dealers who are irresponsible.

A bill will be presented to the Legislature at the beginning, in January, of its next session. This bill will be the product of numerous minds. The Lower Valley chambers of commerce have been working on a measure and so has a committee of the Citrus League. The exact provisions of the proposed Act have not yet been fully determined, but it may be stated in general that they will be intended to protect both the grower and the reputable dealer against detrimental practices.

A second main objective is a law providing that the proper authorities be empowered to deduct from each shipped box of grapefruit a certain number of cents for a fund to be used for the national advertising of the fruit. A similar law in Florida fixes the amount for grapefruit at three cents a box. In California where about ninety per cent of the citrus marketing is co-operative, the sum agreed to by the growers in co-operation is five cents a box. Texas growers have two or three cents in mind. If the amount were three cents and the production five million shipped boxes, a conservative estimate of crops in the seasons immediately ahead, the annual advertising fund would be \$150,000. At a first glance this may appear to be a good deal of money to be devoted to a single purpose in a single season, but it is well to remember in this connection that Florida growers are contemplating a \$250,000 expenditure in advertising their 1936-37 citrus crop and that the amount already appropriated by the California Fruit Grow-

ers Exchange for 1937 is \$2,225,000. Many years of experience have taught the citrus growers of California that citrus advertising brings back much more than it costs.

This big fact is understood by most of the Texas growers. In 1934 they accepted without cavil a proposal that two cents a box for national grapefruit advertising be taken from their returns. The cause of the non-materialization of the plans was foreign to their merit and to the attitude of the majority of growers. The indications are that the latter are now even more favorable than heretofore to national advertising, but to simplify and accelerate the collection of the fund, the proposal is that it be obtained annually under the authority of a state law, as is the case in Florida. The huge sums of money spent to advertise the best products have given the American people a feeling, when they happen to hear of commodities not publicized, that these lack merit. Not being in the general stream of trade, they remain comparatively obscure. The psychological effect of advertising or no advertising upon a product offered for wide distribution is tremendous, and representative Texas citrus growers proposed to protect their grapefruit, and later their oranges, from the nullifying action of advertising in reverse. They have no intention of allowing their fruit, meriting a foremost place, to trail along far in the rear of the citrus procession to American family tables.

In addition to an enactment for bonding and licensing dealers and one to assure a sufficient fund annually for national advertising, the Citrus League and others are preparing to present to the growers for their consideration a clear-cut proposal to enter again into a citrus market stabilization agreement with the Secretary of the U. S. Department of Agriculture. The prevailing belief is that the contract of this character in operation two seasons ago was much more useful than was supposed by outside observers and that its partial failure was due mainly to the fact that its control committee, prorating shipments when markets overloads were threatened, was dominated by shippers who were

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Is There An Overproduction Of Citrus Fruit In Florida?

At the beginning of each fruit shipping season the same old problem with new variations presents itself. How can the citrus grower of Florida secure a fair return for his year's labor represented by his crop of oranges, grapefruit and tangerines? Each year comes and goes without any satisfactory solution having been reached.

If a questionnaire could be secured from each grower in which he was asked his opinion of the chief reason for unsatisfactory returns I am sure a very large majority would say "there is an overproduction of fruit," and I am inclined to agree with this opinion under present production and marketing conditions.

I quote from the bulletin of the Bureau of Agriculture Economics, issued December 28, 1936, in which the crop of citrus for the United States is shown as 88,274,000 boxes made up as follows:

Oranges and tangerines, 60,891,000 boxes,

Grapefruit, 27,383,000 boxes,

Florida's portion of this crop is shown as oranges and tangerines, 21,000,000 boxes

Grapefruit, 16,300,000 boxes,

Total, 37,300,000 boxes.

or slightly over 42% of the total crop. The report offers the prediction that the average crop of oranges for the next five years will amount to 55,000,000, and grapefruit 25,000,000, making a total average annual crop of 80,000,000 boxes. This represents a crop second only to apples, and it is quite probable that these figures will be exceeded rather than reduced. It would appear that the markets will have to be expanded by bringing oranges and grapefruit within easy reach of the lower income group.

This represents a definite challenge to the citrus growers of Florida, and in my opinion can only be met by taking a page out of the history of other industrial groups who have at different times been faced by the same problem and yet have successfully solved their difficulties.

It is only a half truth to say that we have too much production at this time. What we need is distribution; we have heard this statement many times, but we do not know of any one who has made a real test to correct it.

The first necessary step in a program to supply the possible requirements of citrus fruit to this nation, will be to greatly lower the production cost and the selling price. That would automatically enlarge the area of distribution, and greatly increase the volume of consumption.

The agencies connected with production and distribution would naturally fall in line with this policy. It has always been true that production determines distribution. The distribution we now have, inefficient and insufficient as it is, is due to the pressure of production we now have. If this is increased, what must the new plan of distribution.

The new thought of business today is to create a supply of all things useful for our people, at the cost that will permit them to move to the people, as illustrated by the automobile industry, the radio, electric utensils and many others within our common knowledge and experience. To follow this thought will require radical improvements and changes in our citrus industrial setup.

I take time to quote from the last published report of the Agriculture Extension Department of the University of Florida, which shows from

RADIO ADDRESS BY
H. C. BROWN, CLERMONT
CITRUS GROWER

a study of 55 bearing groves during 1934 and 1935 a total production average costs of 62 cents per box. The average returns to the owners of these groves for the same period was 64 cents per box.

In other words, the grower received 2 cents per box for supervision, and what he might term as a profit on his investment. This is not an exception, but in too many years, and in the experience of too many growers it is the rule. Quoting again from the same report, I find a study of 263 groves of an average age of 18 years, shows an average production harvested of slightly over two boxes per tree.

It does not require a prophet to foresee the end of an industry showing such results unless some changes are made—I am sure there are at least two operations in which the reforms must take place.

First, in the production of the crop of fruit, an increase in the tree yield is absolutely necessary, together with a normally healthy quality fruit, which will naturally follow a healthy tree. Such conditions cannot be expected until we understand better the ruling factors in our soils, and the elements needed for maximum tree and crop growth. This problem should be more properly handled by the Agriculture Extension Division of the State University, and that institution should be supplied with sufficient funds to devote capable and competent

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GRAPEFRUIT NO LONGER A "SILK-STOCKING" FOOD

Starting on Thursday, Jan. 14, 37,000 retail food stores throughout the country began a campaign to promote the sale of the greatest crop of grapefruit ever produced in Florida, Texas, California and Arizona — a total of 28,383,000 boxes, according to Federal government estimates. Of this enormous crop, about sixty per cent is produced in Florida.

John A. Logan, executive vice-president of the National Association of Food Chains, Inc., which is sponsoring the campaign, has advised the Florida Citrus Commission that the chains expect to spend \$3,000,000 in advertising grapefruit. More than 1,000,000 store posters have been printed and retail stores sponsoring the movement will feature grapefruit in their newspaper and radio advertising.

In Florida alone, more than 500 chain food stores will support the drive, advertising grapefruit in newspapers and with store displays in the same way that fruit sales will be promoted in other states. The Florida State Chamber of Commerce has sponsored the "Buy a Box of Grapefruit" movement, and is urging Florida residents and winter visitors to cooperate in the campaign by sending grapefruit to relatives or friends in the North.

As a result of heavy buying of grapefruit by retail organizations for the national promotion, the Florida Citrus Control Committee has increased the prorate on interstate shipments from 600 cars last week to 800 cars this week. With grapefruit now at its best and with ample supplies available at retail prices which anyone can afford, consumption during the chain store promotion campaign is expected to break all previous records.

C. H. Walker, who headed the movement resulting in this campaign, with W. J. Howey and J. J. Parrish, represents Florida on a national committee of grapefruit growers which is working with the chain store association in placing grapefruit in homes where heretofore it has been an infrequent visitor. The campaign should do much to popularize grapefruit with the consuming public throughout the nation, and the

Florida growers who brought about this movement on the part of retail food distributors are entitled to credit for their activities on behalf of the industry.

AN OPPORTUNITY—WILL WE GRASP IT?

Florida citrus growers will extend their sympathy to the growers of California who have suffered unmeasured loss from the recent double visitation of cold during which the mercury fell as low as fifteen degrees in the heart of the citrus belt and to 12 degrees in the Imperial valley. The recent cold spell in California was the worst experienced by growers in that state since 1913, when one-half of the citrus crop was ruined, together with many trees.

Several days must elapse before the full extent of the loss can be approximately estimated, but it is certain that the enormous citrus crop of that state has been very materially shortened.

While Florida growers extend their sympathy to their California brothers, they find themselves confronted with an opportunity for added profit from their own groves if proper care in distribution is exercised. The temptation to rush excessive supplies to market should be curbed and great care should be exercised to see that none but the very best of Florida fruit finds its way to market.

If properly handled, the California disaster should spell a profitable season for Florida growers — but we must keep our heads on a level keel and our feet upon the ground if we are to realize the full benefits of our opportunity.

WELL WORTH READING

In the "Growers' Own Page" department of this issue will be found a number of letters from prominent growers and others intimately connected with the citrus industry which are well worth reading.

While the editor of this publication does not agree in all details with some of the views expressed, he does commend them to the careful perusal and consideration of all citrus growers and readers of this magazine.

The several letters contain much food for thought and will, we trust, call forth similar worthwhile comments from other growers and allied interests of the industry.

Grapefruit canners and canners of grapefruit juice stand to profit by the action of federal agencies in entering the field for the purchase of their products. Growers, too, should be beneficiaries from this increased sale of the canned product.

Unseasonably warm weather for the past month has resulted in an extremely early flush of growth and early bloom. It is to be hoped that no cold spell may come later on to menace the trees in their present unprepared condition. Growers should be prepared to combat as far as possible any threat of frost damage.

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THE GROWERS' OWN PAGE

"Two Sides to Situation"

Waverly, Florida, January 1, 1937
 Mr. S. L. Frisbie, Editor,
 The Citrus Industry,
 Bartow, Florida,
 Dear Mr. Frisbie:

I want to congratulate you on your fine editorial which appeared in the January issue of The Citrus Industry entitled "A Wise Move," which compliments the Control Committee upon its action to adhere to a plan of volume prorating the balance of the citrus season.

While I appreciate the splendid motive which inspires your thought, still we should not overlook the other side of the situation.

Higher prices brought about through a plan of volume proration has its sting in the fact that all growers do not participate in them. Only those growers who are affiliated in some way with an organization receiving prorates benefit from it. Thousands of growers scattered over this state now want to enjoy the present markets, but are unable to do so. It was this situation which impelled a majority of the Committee to discontinue prorating during the holiday period so that all growers might be given an opportunity to participate and enjoy such benefits as were presented by the holiday market without restriction.

The only way the benefits flowing from volume prorating can be enjoyed by all the growers in an equitable manner is when all growers in Florida attach themselves to some form of organization so that these prorates can reach them.

It is this fact and the desire to cause the administering of the Marketing Agreement to weigh as lightly as possible upon all factors within the industry that has influenced the majority of the Control Committee to avoid this method of proration as far as possible.

Therefore, while it may be true that failing to prorate during the holiday period cost the growers and speculators who would have received prorates, had they been in force something, there were thousands of growers who were given the opportunity to move their fruit and this loss would have been shifted to their shoulders.

This department is devoted to the growers, for their use in giving expression to their views and a discussion of growers' problems. Any grower is welcome to make use of this department for the discussion of topics of interest. The only requirements are that the articles must be on some subject of general interest, must be reasonably short and must be free from personalities. The editor assumes no responsibility for views expressed, nor does publication imply endorsement of the conclusions presented.

Let's all fervently hope that this Agreement as administered will have the effect of educating growers of the need for them to become organized in some manner so that the causes which lie behind our marketing problem may be reached and ultimately remedied.

I would like to see editors like yourself approach this thing from this angle and encourage growers to understand that the Agreement and the Committee are finally only instruments to work with. These instruments cannot work at their best until growers themselves do something. In my humble judgment, organization must come if volume prorating is to continue.

With all good wishes for this holiday season, I am

Very cordially yours,
 JOHN D. CLARK, President,
 Waverly Growers Cooperative.

JDC/AF

"Distinctly Stated"

Eustis, Florida, January 9th, 1937.
 Editor, The Citrus Industry,
 No. 550 North Broadway,
 Bartow, Florida.

Dear Sir:

There have been many articles, in the various Florida papers, on the future of citrus, but your editorial in the December "Citrus Industry" is to the point and so well written that I wanted to compliment you upon getting the situation clearly and distinctly stated.

If the Florida Growers will produce quality fruit and not ship it until it is matured and fit to eat, then properly distribute it, with an adequate educational campaign, it would not be long until we would find that our so-called over-production developed into a real under-production.

There are 80,000,000 people in the United States who need approximately 6 boxes of citrus fruit per year—the younger generation the Oranges and the older people Grapefruit. In

fact, the people of the United States alone should consume for their own good 400,000,000 boxes of Grapefruit, and we are producing only 20,000,000—and we are producing approximately $\frac{1}{2}$ of a box, per capita, of all citrus fruit from all of the citrus producing states in the United States—and then we sit down and allow the Tomato and Pineapple Industries and many others sell their products by working for it, and we do not fight for our share of the consumer's dollar.

We really have a gross under-consumption of citrus fruit, but, unless the Grower and Shipper get in to action and produce quality fruit and keep it off the market as long as it is green, then properly distribute it, and advertise it, under-consumption develops into the so-called over-production.

The Growers and Shippers are much concerned about spraying, and packing and shipping—but they are not the least bit concerned about the most important situation, namely, the one of merchandising or marketing. If the Growers would wake up and become as efficient in merchandising our product, as they are in growing it, and would then keep the green fruit off the market, we would have no problem until we had reached several million boxes more than we are now producing.

Very truly yours,
 W. C. DANIELLS,
 Lake County Groves Corporation.

"Reduce Cost of Production To Solve Problem"

Frostproof, Florida, December 28, 1936

To the Editor:
 Citrus Industry
 Bartow, Florida

As the first proposal of a round table discussion in the columns of your paper towards ways and means of solving the Florida citrus problem I offer the following as one angle of attack.

Further, I suggest that others be invited to discuss this letter through your columns and offer additional solutions. Perhaps something constructive and tangible will come from it.

What is wrong with the grapefruit situation? Nine out ten answers to this question would be, "Selling

price too low." True! Yet, twenty-five or more years have been spent in attempting "this" and "that" to attack the problem on this front.

Suppose we analyze the question from another approach. It is not meant, in the final analysis, that the selling price is too low relative to the cost of production? True, some growers are in the envious position of having special markets, but, unfortunately, this is not the privilege of everybody and, as a rule, the selling price is the same to everyone.

If John Doe spends \$100 an acre and gets back \$100 an acre, is not his condition different from Richard Roe, who spends, say, \$35 an acre and gets back \$100 too. Richard Roe is a good grower and thinks that the grapefruit business is not so bad, while probably John Doe looks only for higher selling prices to solve his trouble. Richard solved his and John is a thorn in Richards side.

Now, suppose the selling prices were advanced so that both John and Richard got back \$200 an acre. How long would it be before there were hundreds of John Does in Florida? Remember, a great many people in the United States would like to live in Florida.

Let us consider further, Jim Jones lives in Texas, he used no fertilizer in growing his grapefruit and has little or none of fungus diseases to combat. He irrigates for about \$3 per acre per year. His costs need be less than his Florida cousin's.

An increase in selling prices beyond a certain figure and there would be thousands of Jim Jones springing up over night in Texas. Consequently, there would be a large increase in production. Would we not, then, be back where we started from? Is it not true, the more growers who can make a profit with careless production methods, the less stable the industry?

The value of cooperation and get-together cannot be questioned. Therefore, some sort of association is logical but, in my opinion, if one-tenth of the time and energy had been spent by Florida growers in studying ways and means to reduce the cost of growing grapefruit and improving the quality as has been spent in trying "this" and "that" plan to raise the selling price, the industry would not be in the state of chaos that it is to-day. What is your opinion? I believe that reducing the cost of production of good grapefruit is one of the best resources that the Florida grower has against other

(Continued on page 14)

"It's pretty hard to beat



NATURE"



S U L U
Bird Dog Queen

Sulu, deep liver-and-white pointer bitch, owned by A. G. C. Sage, N. Y. Handled by Clyde Morton.

HERE is an action picture of the famous Sulu, the pointer who swept everything before her at National Field Trials of 1936 at Grand Junction, Tenn. Sulu, the queen of them all!

Thousands of bird dogs range the fields . . . but there's only one Sulu. To this glorious creature Nature gave her greatest gift, a perfect balance of the vital elements, speed, scent, endurance, instinct and intelligence. Another pointer may be just as good to look at, but Sulu has that vital spark—everything in perfect balance. So Sulu is the queen; the other is just a dog.

Just as Nature favored Sulu, she favored Natural Chilean Nitrate of Soda. Just as Sulu has everything in Nature's own balance, so has this nitrogen fertilizer. Nature aged and blended into Natural Chilean, more than thirty "impurities," or vital elements, that your crops need to grow and to produce their best.

These vital elements are *in addition* to Natural Chilean's quick-acting nitrogen. That's why Natural Chilean is such an effective food for your crops.

Natural Chilean

NITRATE of SODA

NATURAL AS THE GROUND IT COMES FROM

With Vital Elements in Nature's Balance and Blend

TUNE IN—"UNCLE NATCHEL & SONNY"
FAMOUS CHILEAN CALENDAR CHARACTERS
For time schedules see our advertisements in your newspapers

THE GROWERS OWN PAGE

(Continued from page 13)

competition.

Some say that the cost of producing a box of good grapefruit cannot be cut less than forty cents a box. Others say twenty-five cents. Yet some growers are growing good grapefruit for less than fifteen cents a box. And it can be produced for less than ten cents a box.

Now, if Bill Smith scientifically grows his fruit for seven cents a box, why should he worry about raising the price to the point where John Doe, who spends thirty-five cents a box, can make money too. Bill would have a flock of Johns to worry about in short order, would he not? There are too many Johns already to play havoc with Bill's market.

There will be some who will question the possibility of raising good grapefruit at ten cents a box (fertilizing, spraying, pruning, working). But it can be done because, it is being done. To those who refuse to accept it, there can be no help.

Too many growers are prone to kid themselves into believing that their condition is different and their production problems too complicated to improve. Others pride themselves in sticking to horse and buggy methods and wait until a method is old before they accept it for new. Why not spend more time in investigating proposed new proration programs which offer a means of reducing means of reducing costs?

The survival of the fittest is the law of Nature.

Very truly yours,
EDWARD KEENAN
Kennan Soil Laboratory.

Offers New Slogan

New York, December 10, 1936.
The Citrus Industry,
312 Wallace S. Building,
Tampa, Florida.

Dear Mr. Editor:

I grow some fruit down on the St.

DIVIDEND NOTICE

The Board of Directors of the American Fire and Casualty Company at a meeting held in the Company's office, Orlando, Florida, Monday, January 4, 1937, declared a dividend of sixty cents (60c) per share on the common stock of the Corporation, payable on the first day of February, 1937 to stockholders of record at the close of business the fourth day of January, 1937.

George S. Bradshaw, Treasurer

Three-Way Program . . . To Aid Florida Citrus Growers

The federal government's newly announced plan of buying canned grapefruit juice in addition to its fresh fruit purchases and operations under the marketing agreement, provides the Florida citrus industry with a three-way program through which the Agricultural Adjustment Administration will continue its efforts to improve marketing conditions and returns to growers.

Government buying of canned grapefruit juice is scheduled to get under way just as soon as the necessary details of the program are worked out by officials in Washington. First orders to be placed are expected to involve 100,000 cases for delivery in February. Additional purchases to the extent of 100,000 cases per week for a period of ten weeks are contemplated by the government. In addition to buying canned grapefruit juice in Florida, purchases are to be made in Texas.

Fresh fruit buying by the government, started during the last week in October, is being continued. Buying on the basis of 31 cents per box of fruit on the tree, the Agricultural Adjustment Administration has obtained over 1600 cars of grapefruit in Florida and over 700 cars in Texas.

Through buying canned grapefruit juice in addition to fresh fruit, the Agricultural Adjustment Administration is in effect bolstering prices paid growers. The buying operations are supplementary to the federal marketing agreement program which the

Johns River and its "Real River Fruit."

Some other states are just satisfied to take a crack at Florida on advertising. California states 22% more juice.

Don't you think we could put one over on them if Florida in "it's $\frac{1}{4}$ more juice publicity" just went after them and told the truth with a statement of "25 per cent more juice" and that would stop them for good?

$\frac{1}{4}$ more juice
"25 per cent more juice"
I am for Florida, the real orange state.

Very truly yours,
H. L. HORN,
Sugar Broker, 104 Wall St.
HLH:EBA

Florida citrus industry developed in order to make possible regulation of out-of-state shipments of fruit. Through the marketing agreement program, the industry is in position to adjust shipments more nearly to market requirements, and prevent market gluts which drive down prices received by growers.

Canners who supply the government with canned grapefruit juice will be required to pay growers a price of 31 cents per box of fruit on the tree.

Each can of grapefruit juice will be stamped so as to prevent possible commercial sale. The canned juice will be distributed by the government for relief use later in the year. Fresh grapefruit now being bought by the Agricultural Adjustment Administration is being used for relief purposes in nearly every state of the country. The Federal Surplus Commodities Corporation handles the distribution in such a manner as not to interfere with sales by stores or other outlets in trade channels.

Through supplementing the marketing agreement program with purchases of both canned juice and fresh grapefruit, the Agricultural Adjustment Administration is assisting growers in meeting the serious marketing problems which arise out of this year's crop, the largest in the history of the industry. The program now in effect was developed cooperatively by the government, growers, shippers and canners. In addition to assisting the Florida citrus industry in improving marketing conditions for this year's crop, the program seeks to place the industry in a better position so that the bigger citrus crops expected throughout the next few years may be sold to better advantage to growers.

J. F. AHERN**Consulting Engineer****Specializing In****Diesel, Electric and****Hydraulic Engineering**

Phone 7-4755 2365 Post St.

Jacksonville, Florida

**"So, You Want to Know about the Spring
Fertilizer Application . . . eh, Son?"**



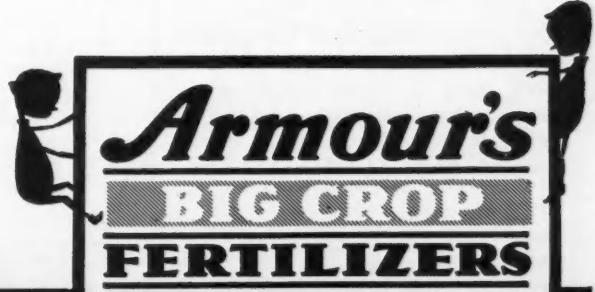
"Well, you know we're anxious to force our grove into active growth once more — encourage it to put out a healthy vegetation and make the bloom stick. So we put the job up to a **good** fertilizer. For our Spring application we use Armour's, because I found out a good many years ago that Armour's certainly suits Florida citrus."

The Veteran Armour User knows, too, that Armour provides fertilizers suitable to **every** Florida crop and soil. Rich in both major and minor plant foods — balanced and complete — Armour's will help you "Make Every Acre Do Its Best."

A postcard will bring one of our experienced field men to discuss your problem — at your convenience.

**ARMOUR
FERTILIZER WORKS**
JACKSONVILLE
FLORIDA

USE ARMOUR'S ACTIVE PLANT FOODS



COOPERATIVE MASS RETAILING OF FRESH FRUITS AND VEGETABLES
 (Continued from page 5)

when laying the original groundwork for cooperative distribution of fresh fruits and vegetables, aside from the mechanical problems and sales difficulties encountered at home base. A new line of thought had to be developed,—a new method of operation had to be devised for this addition to their old familiar lines.

Reviewing the experimental stages and growing pains period of the pioneers in cooperative mass distribution of fresh fruits and vegetables let us look over their shoulders and see how they functioned.

In considering how to help their members to better handling of produce, the first move of group sponsors and group heads was to enlist the aid of the regular fresh fruit and vegetable wholesale suppliers. It was soon discovered, however, that the most of these suppliers were not sufficiently acquainted with the principals involved in association operations to be of real practical assistance. The group sponsors, after exhausting all available sources of service, finally came to the conclusion that, to do a thorough and successful job of fresh fruits and vegetables, there was only one method of action open to them — they would necessarily have to add this class of perishables to their regular merchandise lines.

This decision made, the next step was to remodel a portion of the warehouse and install cooling and ripening rooms. It was not difficult to secure specifications for an efficient mechanical set-up of this kind. The next logical step was to locate satisfactory sources of supply for the fresh fruits and vegetables they would handle in carlots, at the same time looking to the nearest terminal market for supplies of those items that could not be handled in carlots, at least temporarily.

This much having been determined, the question of delivery equipment became important. It was deemed advisable not to duplicate equipment, but to make deliveries of fresh fruits and vegetables on the same schedule with dry groceries, thus holding costs to a minimum. Selling of course, could not then be overlooked. It was at once apparent that the regular grocery sales force could also solicit produce business, affording retailers a great convenience and, at the same time, accomplishing another saving in whole-

THE CITRUS INDUSTRY

February, 1937

sale base operations. This type of order solicitation did not have to be intensified, as one might believe, because group members soon learned to look to their wholesale base for fresh fruit and vegetable supplies.

With these seemingly difficult problems all straightened out, it became a simpler matter for such groups as we are describing to engage in mass merchandising of fresh fruits and vegetables. There was now a stabilization of quality, commodity items and package sizes or counts. Produce could now assume a position of prominence in the group advertising, along with the other products merchandised in that manner.

For the most part, certain principles are adhered to among voluntary and cooperative receivers and distributors. At all times they seek a profit through fair mark-up and rapid turnover. They do not engage in speculation, preferring to make outright purchases. They do not enter into price bargaining with their members, but hold to a strictly one-price selling system which, at first, was difficult to maintain because of outside competition. Because their overhead is kept down by delivery and selling arrangements as described above, then can offer consistently

low prices that still allow an attractive profit to member stores.

In most instances they have adopted the unit system of ordering on the more perishable fruits and vegetables. A unit usually consists of twelve pieces of a particular item. It may be celery, lettuce, carrots and so on. This system enables a smaller merchant to have fresh stocks at all times without experiencing spoilage and shrinkage losses. The slight differential charged for splitting cases and crates is not enough to hinder a store owner from meeting the advertised group selling prices. His spoilage and shrinkage savings more than make up the little extra he pays. Usually about ten cents is added to case or crate prices when the unit system is used.

Many successful cooperative produce departments confine their efforts largely to sponsored stores, although some voluntary and cooperative produce handlers service the general grocery trade as well. There is one sponsoring house whose sales to the group shortly after instituting fresh fruit and vegetable service were only 46% of their total produce sales, whereas, at a later date, sales to the sponsored group were 82% of their total volume of pro-

FLORIDA DOLOMITE

(A Natural Carbonate of Magnesium and Calcium)

Florida Dolomite aids in producing healthy, vigorous tree growth.

Florida Dolomite aids in producing quality fruit of fine texture and high color.

Florida Dolomite corrects soil acidity and increases the efficiency of other Plant Foods.

Florida Dolomite Company
 Pembroke, Florida

duce business.

To increase volume the wholesale distributor has had to enter into a definite educational program. He has had to do some consignment merchandising work of a controlled nature to demonstrate consumer acceptance of mass display and mass sales psychology through feature sales. This program requires work, effort and interest on the part of the headquarters' department head, the grocer himself and the headquarters' salesman who conducts a sale. One item, carefully selected to meet market conditions, is used as a feature and sales generally go up several hundred percent during the special event. This type of educational work has made retail group members cognizant of the great profit possibilities in merchandising fresh fruits and vegetables and has earned their cooperation and loyalty for the headquarters' warehouse more than any other type of assistance rendered. It is not uncommon during one of these feature events for a store to dispose of forty or fifty boxes of apples or oranges or from two to five thousand pounds of bananas. Sales of vegetables and other fruits usually go up accordingly, due to extra store traffic and the proportionate amount of publicity given such items in connection with the sale feature.

Of course the unusual sales results just mentioned are not to be misconstrued as applying generally to the entire group membership, because individual effort on the part of the grocer strongly influence the sales figures. They do serve to keep up interest in the wholesale produce department and as a reminder that there are extra profits in fresh fruits and vegetables for the man who puts on the extra pressure.

As previously mentioned, outright purchase of a car or several cars of oranges is made. A selling price is set and oranges are used as the high spot or "power item" for the week in the produce departments. All

Capt. E. D. Vosbury Dead

Many Florida citrus growers will learn with regret of the death at Merrifield, Va., on January first, of Capt. Edward D. Vosbury, who for many years was stationed at Orlando where with the government bureau of horticultural investigations, he did later develop into exhaustive investigations of great importance to the citrus industry. He published a number of important bulletins in connection with his research work.

Capt. Vosbury, long active in civic affairs, had lived for the past 17 years in Fairfax County, Va. residing at McLean before moving to Merrifield. He was born at Binghamton, N. Y., the son of the late Edward Dewitt Vosbury and Catherine Morrill Poindexter Vosbury.

During the war Capt. Vosbury served with the Aviation Corps and held the rank of first lieutenant. He held the rank of captain in the Military Intelligence Division, United States Reserves.

He was a lineal descendant of Ueregrine White, the first white child to be born in Massachusetts of parents who came over on the Mayflower. His great grandfather, Maj. Gen. Nathaniel Talmadge, was a member of George Washington's staff.

newspaper advertising, all handbills, all window strips and so forth are prepared in advance. A store bulletin featuring oranges is mailed to members, informing them of the "play" oranges will receive. The members then anticipate their needs and order accordingly. When the big day for selling arrives, they feature the oranges in their windows and inside displays according to display plan furnished them with the bulletin, using printed material as indicated thereon. They do not deviate from the advertised price nor do they change the quantity of the suggested sale unit. They cooperate with headquarters in carrying out all details of the feature promotion and the result is a satisfactory volume of sales.

This procedure is followed from week to week, with the listings of various fresh fruits and vegetables being mailed out and store members always being informed in advance as to available commodities and current sale prices.

The future trend of mass retailing of fresh fruits and vegetables by cooperative groups seems to be clearly and rather definitely indicated. A decided move toward fresh fruit and

vegetable handling by central warehouses is in the process of rapid progression. Many heads of local groups who feel or realize that they must get into line with this move are studying the methods employed by volunteers and cooperatives already engaged in this type of fresh food servicing and selling.

At the present time, 12,500 retail members of voluntary and cooperative groups are being served with fresh fruits and vegetables by their central warehouses. Such groups average 125 stores each and there are now 100 warehouses equipped with facilities for carrying on the work, so the figure of 12,500 is easily arrived at. It has been estimated by those closely in touch with developments that another 50,000 to 60,000 retail stores will be serviced in the same manner within the next few years. With the total number of voluntary and cooperative grocery store outlets in the country now standing at 125,000, quick visualization of the eventual possibilities for mass fresh fruit and vegetable retailing by such groups completes the foregoing picture.

Wyolite Plastic Insulation

(Made of exploded mica)

Highest in efficiency and lightest in weight. Least shrinkage and adheres to all surfaces. 100% reclaimable and easiest to apply. Greatest in coverage (about four times asbestos or 75 sq. ft. per 100 lbs. 1" thick.)

Hence LOWEST IN COST.

Insulate that uncovered boiler with WYOLITE and reduce the fuel 20 to 25%. Reduce heat loss in hot water and solar heaters with WYOLITE.

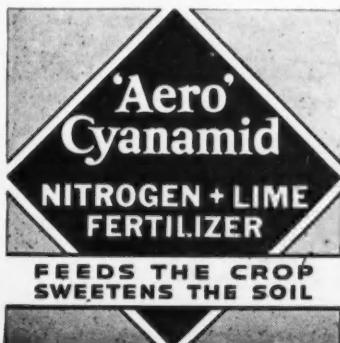
Wyolite is also used in place of or over plaster in buildings for insulating and sound deadening.

Price 7c a lb. f.o.b. Cleveland, O., or 9c f.o.b. Winter Haven. Samples and full information gladly furnished on request.

GEO. L. SIMONDS CO.

Winter Haven, Fla.

Plibrico Jointless Brick, Nitrose, Permite Aluminum Paint, Flex-rock floor repair and resurfacing materials, Rust-Tox, and Chromium Alloy Grates.



A COMPARISON OF ROUGH LEMON AND SOUR ORANGE AS CITRUS ROOTSTOCKS ON LIGHT SANDY SOILS

(Continued from page 3)
curring as it did, early in the season, the trees on the sour orange stock

TABLE III — Production of Citrus Varieties on Rough Lemon and Sour Orange Rootstocks

(Each figure represents the total production of four trees)

Variety	Rootstock	1932-33	1933-34	1934-35	1935-36	Total
Parson Brown	Rough lemon	1015	45	415	1145	2620
Orange	Sour orange	75	23	226	220	544
Pineapple	Rough lemon	1015	215	720	1125	3075
Orange	Sour orange	203	101	220	700	1224
Valencia	Rough lemon	225	240	430	721	1616
Orange	Sour orange	58	27	235	375	695
Lue Gim Gong	Rough lemon	440	210	270	800	1720
Orange	Sour orange	315	175	105	193	788
Dancy	Rough lemon	110	500	265	712	1587
Tangerine	Sour orange	0	8	190	378	576
Excelsior	Rough lemon	1964	160	1105	55	3284
Grapefruit	Sour orange	860	22	540	415	1837
Walters	Rough lemon	2209	406	1380	228	4223
Grapefruit	Sour orange	710	30	495	540	1775
Silver Cluster	Rough lemon	2040	245	1315	145	3745
Grapefruit	Sour orange	773	74	450	755	2052
McCarty	Rough Lemon	1881	775	855	1050	4561
Grapefruit	Sour orange	787	165	495	330	1777

were somewhat more dormant than were those on rough lemon thus reflecting the tropical habit of the rough lemon. General observation would indicate that by January the difference in dormancy is greatly reduced, if the weather has been fairly cool.

The production figures given in Table III show the great superiority of rough lemon as a producer on sandy soils. On no account, however, should these figures be applied to heavier soils to which sour orange stock has shown a high degree of adaptation. Owing to the small number of trees involved no attempt has been made to average the production and each figure represents the total production for four trees, by dividing the figures by four would give the average tree production for any one season. The disparity in production has been more pronounced in the case of the Parson Brown than with other oranges although the differences are very striking in all cases and particularly in the grapefruit varieties. The latter point is interesting since Excelsior, Walters and Silver Cluster on rough lemon stock fell down badly in 1935-36 due to the serious cold damage incurred in December, 1934. In spite of this, however, the four year production for these varieties on rough lemon is about twice that on sour orange.

The quality of the fruit as to flavor

THE CITRUS INDUSTRY

or and texture has been decidedly better on the sour orange, and the fruit held better and dried out much more slowly. The difference in quality, however, was far from sufficient to overcome the great disparity in production. The quality of the tangerines on sour orange was partic-

February, 1937

unsurmountable difference. While improvement in the quality of tangerines is greatly to be desired, the sour orange stock offers little in this direction on the very light sands owing to its poor producing ability. The information given above, however, indicates the very pronounced effects that rootstocks have on the production of citrus, particularly in cases where the soil conditions may be unfavorable to a certain stock.

The spread for the school-lunch sandwiches may be made to enrich the lunch in vitamin C if grated of finely ground raw vegetables such as carrots, cabbage, parsley, or spinach are mixed with creamed butter for the filling.

FOR SALE

Lists of Florida Citrus Growers compiled from recent survey of groves, arranged by counties. Names, address, acreage and legal description.

Also List wealthy residents of Florida

National Survey Co.

P. O. Box 163
ATLANTA, GA.

ularly good but the trees on rough lemon produced almost three times the poundage of fruit and this is an

**OBRITE LIME
SULPHUR SOLUTION**

A quality product. Filtered to remove all sediment. No storage crystallization. Recommended for use with Superior or Marvel Brand Wettable Sulphur.

Write for 1937 Spray Schedule

Orange Manufacturing Co.

Sprays

Chemicals

Dusts

Orlando, Florida

IMPRESSIONS

(Continued from page 7)
paragraphs back: The California Fruit Growers Exchange for a number of years has maintained separate orange and lemon sales departments, under different heads.

As these lines are written we are looking forward on the morrow to journeying down to Winter Haven to dignify the Orange Festival with our presence, and incidentally to have a pretty good time mingling with the minglers.

Just how the Orange Festival is going to festivate with Jack Guthrie absent is something we right now wonder about. No doubt at all that Earl Brown and his associates, who have taken charge since Jack went up to Washington to be secretary to Claude Pepper, have done a bang up job. That experience in putting on those Florida exhibits at Chicago, New York and Cleveland ought to make Earl Brown the best qualified festivator in the state. It does. Yet somehow Jack Guthrie with the passage of time had grown to be a most important personal exhibit at Winter Haven; and is bound to be missed.

Canned orange juice production in California fell off a bit last year, but at that 817,232 cases were packed. It is expected to be on the upturn this season, or was before the cold snap hit the Pacific slope.

Action of Hillsborough County citrus growers in protesting to the Federal Trade Commission certain California orange advertising as unfair and misleading may not be such a bad thing. Now if some consumer, say up in Ohio, will arise to make a similar protest against certain "idealistic" statements from time to time appearing in Florida citrus advertising that may not be such a bad thing either. Net results of the combined protests may make for more truthful, and therefore better, advertising, and work for the greater good of the citrus industry nationally.

The late Theodore Strawn of De Leon Springs did much for the Florida citrus industry by way of setting an example. Numerous of his ideas which his neighbors first labeled as "nutty" proved to be of great value. The combined result of his ideas of cultivation, fertilization and careful packing resulted in establishing long before his death a value for

THE CITRUS INDUSTRY

Nineteen

his fruit averaging in many seasons a dollar per box more than that of fruit grown in groves on the same type of soil, and separated from one or another of the Strawn groves by only a wire fence. It is encouraging to learn that the spirit of those ideas remains with the younger generation, to the point that the Strawn packing house is said to have no coloring rooms and no coloring apparatus. First shipments each season, it is reported, still are made only of tree-ripened and tree-colored fruit.

Maybe about the time these lines appear in print the State Fair at Tampa will be in full swing, the most creditable public undertaking in Florida to be continuously successful. Too much credit cannot be given to W. G. (Bill) Brorin, Albert Thornton, Russell Kay and a host of other loyal Tampans, whose persistent energy has built a remarkable success from a very humble beginning. And don't forget P. T. (Pete) Strieder, who has been the active manager of the fair during the past seventeen years.

Naturally there has been a lot of criticism of the Control Committee. Without doubt much of it has been deserved; but the later guesser has a big advantage. That is why we have such a big crop of Monday Morning Quarterbacks. When the machinery of the committee was set up an old grower in our presence remarked he would not be one of those to serve upon it for a pretty penny, doubtless anticipating the inability of the members to render satisfactory service regardless of their qualifications. Some day realization may dawn upon the people of these United States, including some citrus folks, that there are a heluva lot of things which cannot be cured by legislation nor perfected by rules and regulations.

Bigger and better woods fires in our section right along, and mostly at the wrong time. Tending to increase the snake population and decrease the game in the woods. Our personal notion is that we'd do well to repeal the present ineffective law, and to go back to the one which stood for so many years — which made such a burning legal in February and a heinous offense at any other time.

Of course the state forestry department will fuss, but as far as we can ascertain all those gentlemen without exception have been recruit-

ed from outside the state, and in the opinion of many still have quite a bit to learn concerning longleaf yellow pine timber. Also, they have not yet heard of those more recent experiments at Gainesville which proved that burning over our Florida pinewoods at yearly intervals actually increases, rather than decreases, the grass-carrying capacity of the soil. Don't blame the foresters too much; it took a very long time for Gainesville to find out that fact, which numerous old-timers tried to make clear to them years ago.

Just at this point a little touch of delicate humor would finish this month's spasm in the most approved columnist style. For the life of us, however, we can't right now think of a gag that we haven't already worn threadbare. However, there always remains that treasure trove of American humor, the Congressional Record. Here's a casual ancient copy. Turn a couple of pages. Now this might do:

"The SPEAKER. Is there objection to the present consideration of the bill?

"Mr. KENNEY. Mr. Speaker, I object.

"Mr. ZIONCHECK. Mr. Speaker, I make the point of order that there is no quorum present.

"Mr. SPEAKER. The Chair will count.

"Mr. ZIONCHECK. Mr. Speaker, I withdraw the point of no quorum.

"Mr. KENNEY. Mr. Speaker, I re-
(Continued on page 22)

If one-tenth the time and energy was spent by Florida Citrus Growers studying means to reduce cost and improve quality as is spent trying to raise the selling price, the industry would be better off.

Some growers will challenge the ability to produce good grapefruit at ten cents a box (fertilizing, spraying, pruning, working). It can and is being done. For those who refuse to believe this, there is no help.

Many growers are prone to believe that their condition and production problems too complicated to improve. Others pride themselves in sticking to past methods and wait until a method is old before they accept it for new. Why not spend more time in investigating new programs which offer a means of reducing costs?

THE SURVIVAL OF THE FITTEST
IS THE LAW OF NATURE

KEENAN SOIL LABORATORY
FROSTPROOF, FLA.

Specialists in Soil Testing — Not
Concerned With Selling
Fertilizers

Heavy Shipments Force Down Grapefruit Prices

Florida grapefruit sold in northern markets must first bring around \$1.65 per box to cover costs before the grower can begin to realize anything for his fruit, according to information compiled by the General Crops Section of the Agricultural Adjustment Administration.

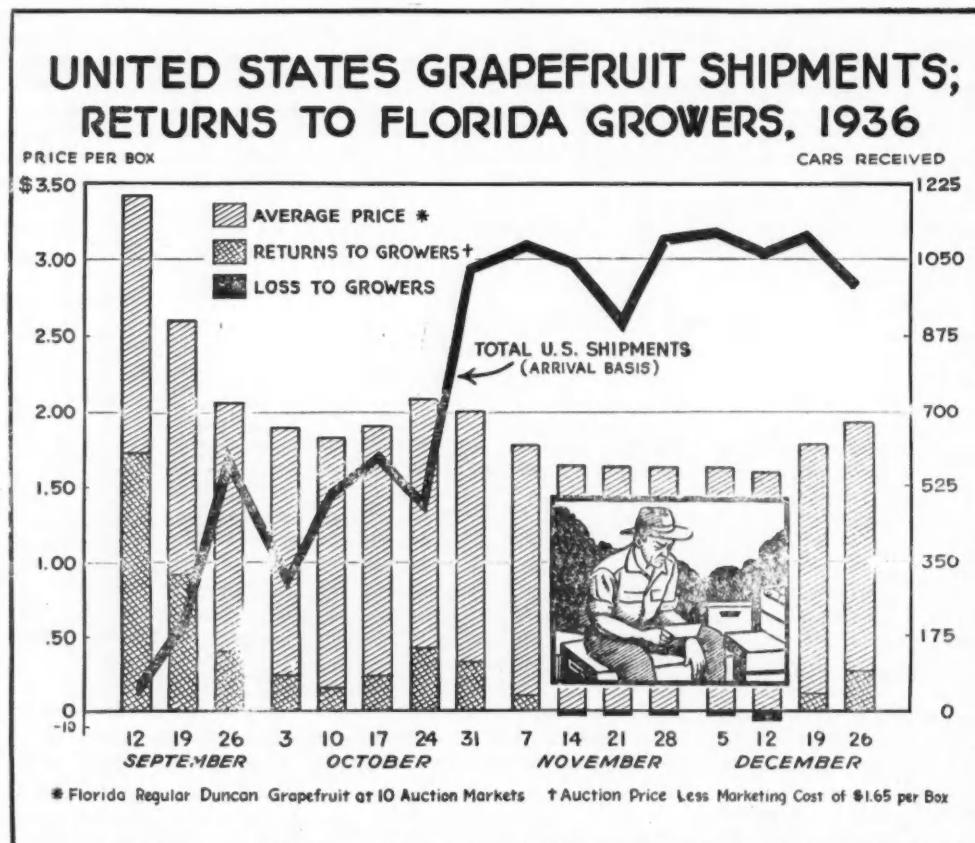
During the current marketing season, grapefruit moved to markets at an actual loss to growers, the sales price being less than the marketing charges, this information shows.

The accompanying illustration

shows the number of cars of grapefruit received at markets each week from all growing areas, the average price of Florida regular Duncan grapefruit after deducting marketing charges of \$1.65 per box from the auction price.

Continued heavy shipments of grapefruit during November and December drove down market prices to a point where for a period of five weeks Florida Duncan grapefruit growers not only received nothing for their fruit, but also had to pay

money out of their own pockets in order to cover the marketing charges. For three weeks during this same period volume prorates on Florida grapefruit were not in effect under the marketing agreement which makes it possible for the industry to regulate shipments. When volume prorating was restored for the week ending December 19, and as the amount of fruit shipped to markets was reduced, prices increased and returns to Florida growers came out of the red.



BLAZING NEW TRAILS IN CITRUS MARKETING

(Continued from page 8)

thinking more of their own individual operations than of the best interests of the industry as a whole.

The purpose of the leaders referred to is to lay the matter of an agreement like those in force in California and Florida before Texas citrus growers at public meetings, where all objections will be heard in full discussions of all angles of the question.

The matter is in a fluid state except for a determination that the majority of the committee sitting to fix shipping prorates when needed, shall not be shippers, but growers.

A marketing specialist from the U. S. Department of Agriculture is now in the Texas citrus area, ready to supply all essential information and do whatever else he can to enable the growers to decide this matter according to their better judgment in the light of all the pertinent facts. He is a herald of the present Federal

Administration in its endeavor to further stabilization of agricultural products at levels fair to both producers and consumers, in the interest of the property of all. His attitude is: "If an adequate majority of the Texas citrus industry wants this done we will do all we can to help." He has lent a hand in similar movements in other parts of the country, and notably in Florida, where the citrus growers finally struggled out of a morass of chaotic marketing to the refuge of a Federal marketing

agreement which appears to be working well. Because of his experience and proved ability in such situations, his presence in this area is considered fortunate by leaders favoring the calling in of Uncle Sam. When and if this happens, the Texas citrus industry will at last be on a parity with those of California and Florida in the matter of planned and guided marketing.

IS THERE AN OVERPRODUCTION OF CITRUS FRUIT IN FLORIDA?

(Continued from page 9)

tent men to study the problem and secure for the grower the needed information and advice—

The importance of a continuation of a profitable citrus industry in Florida should justify the legislature in making it possible for the soil scientists, connected with the University, to systematically survey and study the soils throughout the citrus belt, from every standpoint, in order to intelligently prescribe remedies for the present limitations.

Within ten years the scientists of Italy have been able to increase the production of wheat from 10 bu. to 90 bu. per acre per year and offer a promise to that country, to in the near future produce their entire bread stuff requirements, and somewhat similar results have been secured in a number of our northern states.

The principal of cooperation is a fundamental factor in reducing production cost. The Lake County Horticultural Association and an efficient County Agent have proven their value in making many savings to the growers of Lake County during the past three years, and they have only begun to save.

The other direction in which many changes are due in order to comply with this thought in business, is an elimination of many expensive operations in preparing the fruit to move to the market. Each year, without fail, some new process is demanded, carrying an additional charge and invariably the cost falls on the shoulders of the growers. Another burden which the growers are forced to carry is the practice throughout the state of building fruit packing houses at almost every cross road, and whatever the overhead and operating cost of these small houses is, it, too, must be deducted from the returns to the growers.

No industry can survive such penalties, and the citrus industry must insist that the multiplicity of packing houses, operating at a maximum cost,

shipping agencies and other unnecessary appendages of the industry be eliminated, to the end that whatever operations are necessary to place our fruit before the grower in a satisfactory condition shall be done at a minimum of cost.

When the grower is given information which will enable him to produce his crop of fruit in harmony with all of nature's requirements, when unnecessary handling costs have been eliminated, then the grower can afford to have his fruit flow freely to a class of consumers in our country who today regard it as luxury, but at a comparable price will regard it as a staple food product, and feel able and glad to buy it. Then and not until then will we be able to look to the future of the citrus industry with hope and confidence, and see in it a permanent and profitable business without any dread of an overproduction.

FLORIDA SHADE TREE CONFERENCE WILL BE HELD AT UNIVERSITY

The forestry department in the University of Florida College of Agriculture will sponsor a Florida Shade Tree Conference, to be held in Gainesville in mid-February, Harold S. Newins, head of the department, announced recently.

Theme of the conference, according to Professor Newins, will be the planting and care of trees for cities, highways, parks, and other public places.

J. J. Levison, landscape forester of Sea Cliff, N. Y., W. E. Barnett, Mt. Dora, Harry Lee Baker, Florida State

Forest Service, Bryan Jennings, of the Florida State Board of Forestry, and other leaders in the field of forestry will be on the program, Mr. Nawins said.

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**NURSERY HOLDINGS OF
CITRUS STOCK LOWER
BUT MOVEMENT HIGHER**

Florida has 8,064,525 citrus plants growing in 1,463 acres of nursery, and 1,626,586 different stocks moved from nurseries of this state during the 1935-36 season, says J. C. Godwin of the State Plant Board, Gainesville. His figures are based on nursery inspection records of the board. The number of plants in nurseries is slightly smaller than a year ago, but the movement of citrus stock exceeds that of a year ago by 627,000, he says.

The number of nurseries has decreased for the last two years. Excluding fern and bulb growers, the Plant Board's records show that there are now 1,691 Florida nurseries, 38 less than a year earlier and 128 less than in 1933-34.

Florida's 69 ferneries grew 7,596,000 ferns, chiefly Boston and Asparagus plumosus, during the past year. This is 125,000 plants more than were grown the previous year. There were only 17 commercial narcissus plantings in the State, but they produced 81,775,000 bulbs.

IMPRESSIONS

(Continued from page 19)
serve my objection and I yield to the gentleman from Texas.

"Mr. SUMNERS of Texas. Mr. Speaker, this bill is intended to cure a condition that developed in Pennsylvania. A circuit judge in Pennsylvania sitting as a district judge—

"Mr. ZIONCHECK. Mr. Speaker, will the gentleman yield?

"Mr. SUMNERS of Texas. I yield.

"Mr. ZIONCHECK. I think the gentleman is talking about a different bill. This is fixing the salary of J. Edgar Hoover."

Citrus fruits are delicious just as Mother Nature has fashioned them and, therefore, need no alterations or additions to make them a perfect dessert.

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The rate for advertisements of this nature is only five cents per word for each insertion. You may count the number of words you have, multiply it by five, and you will have the cost of the advertisement for one insertion. Multiply this by the total number of insertions desired and you will have the total cost. This rate is so low that we cannot charge classified accounts, and would, therefore, appreciate a remittance with order. No advertisement accepted for less than 50 cents.

Large Valencia, Hamlin, Perrine Lemon and grapefruit trees. Other varieties medium sized trees. Order now. Ward's Nursery, Avon Park, Fla.

FOR SALE: Several desirable bearing grapefruit and orange groves, in good condition, at extremely low prices. For information write H. C. Case, Box 87, Fort Myers, Fla.

"EVERY TRACTOR OWNER NEEDS IRVING'S 60 page 1937 tractor replacement parts catalog. Absolutely free. Thousands parts, all makes; tremendous price savings. Irving's Tractor Lug Co., 109 Knoxville Road, Galesburg, Illinois.

CAUSERIENCE LEPIDOFLOIA—(So-called Brazilian oak), resembles Australian pine. Grand for wind-breaks. Cold resistant. Beautiful. Send for sample of foliage. \$6.00 per 100. S. S. Matthews, Homestead, Fla.

ALYCE CLOVER, the best legume for hay or covercrop. Write for information. Hardin Groves, Box 63, Lakeland, Fla.

FOR SALE—80 acres good citrus land, two miles northwest of Cocoa, Brevard County, Florida. Price \$1600.00 cash. S. Henry, City Point, Florida.

Fine Hamlin Buds ready fall delivery. Place orders now. Zellwood Nurseries, Zellwood, Fla.

FILMS DEVELOPED 2 prints of each 25c; 20 reprints 25c. Pine Photo, Y-5134 Nevala, Chicago.

THRIFTY TREES and budwood from record performance Perrine Lemon parents. Persian Lime and other citrus varieties. DeSoto Nurseries, DeSoto City, Fla.

CROTALARIA—New crop, high quality, double cleaned, scarified Crotalaria striata seed for sale. Attractive prices. Carolinas' Crotalaria Co., Camden, S. C.

UP to \$20.00 paid for Indian Head Cents: Half Cents \$125.00; Large Copper Cents \$500.00, etc. Send dime for list. Roman-coinshop, D. Springfield, Mass.

FOR SALE—Small packing house machinery and equipment complete. Apply Hector Supply Company, Miami.

MEN WANTED—Sell shirts. No experience necessary. Free samples. Commission in advance. Free ties with shirts. Carroll Mills, 875A Flatbush Av., Brooklyn, N. Y.

February, 1937

CHOICE SOUR ORANGE SEEDLINGS for fall planting, very desirable stock. S. G. Cohn, Dade City, Florida.

HARDIN'S SPERRYOLA Lemon, a profitable adapted commercial variety for all sections. Hardy, prolific grower and producer. Limited number choice trees. Hardin Nurseries, Box 63, Lakeland, Fla.

WANTED—Man with from ten thousand to twenty thousand dollars to grow an entirely new orange for the U. S. markets. Cheap lands, no cold, plenty water, no fertilizer. A world beater in an orange. Patented.—Address, Buen Negocio, Gaveta-1, Holguin, Cuba.

PERSONAL—Quit Tobacco easily, inexpensively, without drugs. Send address. N. A. Stokes, Mohawk, Florida.

CITRUS NURSERY TREES, standard and new varieties on Cleopatra and Sour. Priced from 30c up. Grand Island Nurseries, Eustis, Fla.

FREE Booklet describes 87 plans for making \$20-\$100 weekly, home or office, business of your own. Elite Service, 605 Fifth Ave., New York City.

WANTED—To hear from owner having good farm for sale. Cash price, particulars. John Black, Chippewa Falls, Wisconsin.

PUREBRED PULETS FOR SALE—White Leghorns and Anconas ready to ship. Barred Rocks and R. I. Reds shortly. Several hundred yearling White Leghorn hens now laying 70%. Write or wire for prices. C. A. Norman, Dr. 1440, Knoxville, Tenn.

LAREDO SOY BEANS, considered free from nematode, excellent for hay and soil improvement. Write the Baldwin County Seed Growers Association, Loxley, Alabama, for prices.

SCENIC HIGHWAY NURSERIES has a large stock of early and late grapefruit and oranges. One, two and three year buds. This nursery has been operated since 1883 by G. H. Gibbons, Waverly, Fla.

NEW COMMERCIAL lemon for Florida, the Perrine; proven. All residents need yard trees, keeping Florida money at home. Booking orders for budded stock for winter delivery. DeSoto Nurseries, DeSoto City, Fla.

CITRUS SEEDLINGS, all root stock varieties. \$10.00 per 1000 up. Grand Island Nurseries, Eustis, Fla.

SEED—Rough lemon, sour orange, cleopatra. New crop from type true parent trees. Also thrifty seedlings. DeSoto Nurseries, DeSoto City, Florida.

BUDDED trees new Florida commercial lemon, proven, thin skinned, juicy, scab immune. Also rough lemon, sour orange and Cleopatra seed and liningout seedlings. DeSoto Nurseries, DeSoto City, Fla.

SEEDS—ROUGH LEMON, SOUR ORANGE, CLEOPATRA. Pure, fresh, good germination. Also seedlings lineout size. DeSoto Nurseries, DeSoto City, Fla.

CROTALARIA SPECTABILIS—Seed for sale. New crop, well cured, bright and clean. Price 25c per pound in 100 pound lots and over, 30c per pound in less quantities, f.o.b. Hastings, Bunnell, Lowell and San Antonio, Florida. F. M. LEONARD & COMPANY, Hastings, Florida.

WANTED—Position as packing house foreman; in citrus business twenty-five years; ten years' experience as foreman; married man. J. R. Henry, Okahumpka, Florida.

WANTED—To hear from owner of land for sale. O. Hawley, Baldwin, Wis.

2 YEAR FIELD GROWN ROSES: Red, Pink, Shell, Salmon, White Radiance, Holland, Columbia, Midlady, Luxemburg, Edel, Padre, Victoria, Talisman, Persian. All 19c each, postpaid, ship COD. Catalog free. NAUGHTON FARMS, Waxahachie, Texas.

Pageant Will Depict Citrus History

A pageant depicting the history of the citrus industry in Florida from 1579 down to the present is to be the outstanding feature of the Golden Jubilee celebration of the Florida State Horticultural Society, it was announced by the Ocala chamber of commerce.

The society, which was organized in Ocala on April 12, 1887, will have its jubilee gathering in this city on April 13, 14, and 15, Bayard F. Floyd of Davenport, secretary of the horticultural organization, has advised the chamber of commerce that these are the official dates.

Mrs. Rolland Dean, of Sanford, will prepare the script for the pageant, which is to be presented on a stage in the beautiful wooded park at Silver Springs and will be directed by J. J. Gerig, Ocala.

Mr. Gerig said the colorful pageant which is to tell in a dramatic way the story of citrus fruits in Florida, will be presented in ten episodes. The stage, he said, will be erected between two great oaks, with Silver river as a background, and seats will be provided for 4,000 persons on the park lawn.

As each episode of the historical pageant is given, two prolocutors, using loud-speakers, will explain the action of the presentation, Mr. Gerig said.

This event will take place at night, and has tentatively been set for Thursday, April 15, the final day of the celebration.

"The beauty about the site at the springs," said Mr. Gerig, "is that

there will be plenty of parking space for cars."

Mr. Gerig and Secretary Horace L. Smith of the chamber of commerce have recently had several conferences with officials of the horticultural society in Gainesville, Davenport and Ocala. The Davenport conference was attended by members of the executive committee of the society. Norman Reasoner, treasurer, of Oneco, and Secretary Floyd.

In order that Ocala might be a riot of color during the jubilee celebration, more than 250,000 petunia plants have been set out in yards, along streets and in the parks and public squares of the city.

These flowers, in many colors, have been planted with enthusiasm as city and county officials and citizens have cooperated with the Pioneer Garden Club in preparing for the Golden

Jubilee of the horticultural society and the club's annual flower show.

Proper advertising does for the citrus market what proper fertilization does for your trees. Both are essential to the success of the grower.

A priest offered 25 cents to the boy who could tell him who was the greatest man in history.

"Christopher Columbus," answered the Italian boy.

"George Washington," answered the American lad.

"St. Patrick," shouted the Jewish boy.

"The quarter is yours," said the priest, "but why did you say St. Patrick?"

"Right down in my heart I knew it was Moses," said the Jewish boy, "but business is business."

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No fertilizer would have so many friends throughout Florida as Armour's has, unless it produced consistently good results — season in and season out. It's made here in the State by men who know your local problems.

Armour's Active Plant Foods
will help "Make Every Acre
Do Its Best."

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